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华尔街英语（中国）创始人李文昊涉外讲述人生故事

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本网讯 近日，作为湖南涉外经济学院“青年领导力系列讲座”的第三位主讲嘉宾，华尔街英语（国际），华尔街英语（中国）创始人李文昊博士（Dr. Luigi T. Peccenini）为体育馆内近3000名学生带去了一场主题为“我的故事——我的事业观和人生观，企业家精神·领导力·失败与成功”讲座。

作为国际知名品牌华尔街英语（国际）、华尔街英语（中国）的创始人，李文昊博士开成人英语培训之行业先河，其独创的“多元法”教学被公认为全球先进、高效的英语教学法。迄今为止，华尔街英语已在全球27个国家和地区拥有450多家中心，帮助全球200多万名学员成功提升英语实用能力，堪称语言培训界之传奇。2010年11月10日，李文昊博士开始在中国多所城市的知名高校举办大学系列演讲，迄今为止，已先后在北京语言大学、北京大学、北京外国语大学、天津南开大学、广州中山大学、深圳大学、上海外国语大学、上海交通大学成功举办，几千名大学生、研究生及在职学员受益。身为一名拥有丰富人生经验、独特生活哲学观点及独到商业经营见地的演讲家和活动家，李文昊博士把他毕生的宝贵经验通过演讲与各类听众进行分享和交流。

当晚在讲座现场，李文昊博士与同学们分享了其跌宕起伏的创业历程、人生哲学和生活工作理念。他说：“we don't know who we are, but we should have clear plan to know that where we can go.”在他眼中，成功人士并不是都快乐的，他对同学们建议，不要总想着做成功人，而是从平凡的小事做起，步步为营。“I don't like my job, but I should try my best to do. And love what you do, do what you love.”

随后，来自12个不同院系的同学们踊跃提问，积极探索这位传奇创始人的领导管理精神，李文昊博士热情地一一解答。当同学们提问到：“拥有一个富爸爸比一个穷爸爸更容易成功，李博士对此怎么看？”他微笑着回答：“我出生在意大利的一个小镇上，从小生活艰辛。但是艰辛的生活给了我不平凡的经历，与常人无法企及的本领。坚定信念，continue and you will find your own way.”他倡导当下的青年人，要永不放弃追逐自己的梦想，勇于挑战，从失败中学习成长。“我一直将我的失败当成通向成功之路的敲门砖，所以，我的演讲主题之一，是‘失败与成功’而非‘成功与失败’，在创业的过程中，对于自身的不断反思提升更多于对旁人的埋怨指责。”“我非天生而商人，但是创业是我的命运。在创业过程中，创业者要有耐心，面对困难仍要充满激情的对待，才能克服困难，战胜艰辛，体会到抵达成功巅峰的快乐。”

除了带来的这场精彩的讲座之外，李文昊博士还代表华尔街英语（中国）捐赠了总价值人民币31万8千元的助学项目，其中包括价值25万8千元的华尔街英语课程，及价值6万元的助学金。虽然目前华尔街英语这所国际知名的高端成人英语培训机构尚未落户长沙，但有幸能够获得此次英语提升机会的12名涉外经济学院的同学，可以在中国任何一座有华尔街英语学习中心的城市使用。这份珍贵的礼物，为热爱英语和渴望用英语与世界沟通的涉外学子们，打开了一扇通往世界的大门，让英语成为助力他们梦想成功的翅膀。

当晚，湖南涉外经济学院执行校长李钊正式授予华尔街英语创始人李文昊博士客座教授的荣誉称号。

“青年领导力系列”讲座是湖南涉外经济学院一项为提高学生在国际背景下就业竞争力的新举措。该系列讲座每月固定邀请一名知名专家学者、行业风云人物、非盈利组织及文教系统的精英来到校园为学生们就“领导力”进行演讲，和学生们面对面分享他们的人生经历和成败教训。迄今为止，前劳瑞德教育集团中国区CEO、前惠而浦公司亚太区总裁和庄臣公司中国区CEO胡克明先生；绿点战略咨询的创始人、总裁兼CEO，前美国财政部中国战略经济对话（SED）执行主任唐兴博士（Daniel B. Wright），已与涉外学子分享过他们的创业经验和经营之道。涉外自2009年起加入劳瑞德国际大学联盟以来，“国际化”一直是学校发展的重点。借助劳瑞德的国际平台，涉外近三万名学子得以共享丰富优质的教育资源。（通讯员：蒋艳娟 江月）

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At the invitation of Hunan International Economics University (HIEU), Dr. Luigi T. Peccenini, founder of Wall Street Institute International, delivered one seminar themed in “My Story – My Philosophy of Business and Life · Entrepreneurship · Leadership · Failure & Success”. Nearly 3000 students joined the seminar given by Dr. Luigi T. Peccenini, who acted as the third guest of honor in the Leadership Series of HIEU.

Dr. Luigi T. Peccenini, as the founder of Wall Street Institute International and Wall Street English (China), is the pioneer in English language training for adults, and his original “Multimethod™” is acknowledged to be the most advanced and efficient one in the world.

Since its start in 1972, WSI has dramatically changed the way how non-native English speakers study the language. Wall Street Institute International operates over 450 centers in 27 countries and regions worldwide, and has help 2 million students to improve their English. Wall Street Institute is the legend in language training. At present, Wall Street Institute International and Wall Street English (China) are subsidiaries wholly owned by Pearson-Longman. Dr. Luigi T. Peccenini, as the Honorary President devotes himself to various inspiring speeches. In January 2005, Dr. Luigi T. Peccenini founded the Series of Campus Seminars named “Q. Master – Quality of Occupation and Life”, and has held seminars with a variety of topics aiming at the development of individual and occupation. Dr. Luigi T. Peccenini’s series of campus seminars began in November 10th, 2010, which was a success in Beijing Language and Culture University, Peking University, Beijing Foreign Studies University, Nankai University, Sun Yat-Sen University, Shenzhen University, Shanghai International Studies University and Shanghai Jiaotong University. Thousands of college students have benefited from the campus seminars. As a passionate speaker, activist, and successful entrepreneur, Dr. Luigi T. Peccenini has shared his rich experience with a variety of audiences during his seminars.

At the seminar, Dr. Luigi T. Peccenini shares his experience and his philosophy of business and life. He said “We don’t know who we are, but we should have clear plan to know that where we can go.” in his view, not all the successful people are happy ones, he suggested students don’t always thinking to be successful people, but start from little things, to make a great basic for future. He said “I don’t like my job, but I should try my best to do. And love what you do, do what you love.”

Then, student representatives from 12 different faculties raised their questions to discuss more about Peccenini’s spirit of leadership. Pecce told the students to never give up their dreams, to learn from failures and be brave to challenge themselves. “I’ve always considered my failures as stepping-stones on the road to success. So one of my topic today is ‘Failure & Success’, not ‘Success & Failure’, I never blamed others, but always improve myself through self-reflection.” “I was not born to be a businessman, but it is my destiny. When you are developing your own career, be patient and passionate, even if you face some difficulties, then you may make a success.”

Pecce, on behalf of Wall Street English China, donated WSE courses and scholarship of RMB318,000 worth to 12 HIEU students. Even though WSE hasn’t had any center in Changsha yet, but the winners could take the one level of the free course at any WSE center in China. This precious gift, opens a door for the students to the world and will help them in their future endeavours.

Mr. Li Zhao, Executive Vice President of HIEU, presented to Dr Luigi T. Peccenini, founder of Wall Street English, an Honorary Professorship during the seminar.

The Leadership Series is a new initiative by Hunan International Economics University aiming to enhance personal development and professionalism in the global employment context for

students. The series is held on a monthly basis and brings one of the Entrepreneurs, CEOs and Managing Directors of multinational companies and non-profit organizations into the classroom to ensure greater adaptability and versatility, sharing first-hand knowledge and experiences with students. Mark Hu, the former CEO of Laureate China, the former CEO of Whirlpool Asia Pacific and CEO of SC Johnson China, and Dan Daniel B. Wright, founder, President, and CEO of GreenPoint Group, also Senior Vice President and China practice head of the Albright Stonebridge Group, have already shared their wisdoms of leadership with the students. Since HIEU became part of the Laureate International Universities network in 2001, “internationalization” has been one of the main themes of its development. Laureate provides an excellent international platform and numerous learning resources to 28,000 students at HIEU.